

University of Memphis

## University of Memphis Digital Commons

---

Shelby County

Special Collections Publications

---

5-12-2021

### Two and One Half Years of Industrial Progress in Memphis, circa 1930

Follow this and additional works at: <https://digitalcommons.memphis.edu/speccoll-pub-shelby>

---

#### Recommended Citation

"Two and One Half Years of Industrial Progress in Memphis, circa 1930" (2021). *Shelby County*. 59.  
<https://digitalcommons.memphis.edu/speccoll-pub-shelby/59>

This Text is brought to you for free and open access by the Special Collections Publications at University of Memphis Digital Commons. It has been accepted for inclusion in Shelby County by an authorized administrator of University of Memphis Digital Commons. For more information, please contact [khggerty@memphis.edu](mailto:khggerty@memphis.edu).

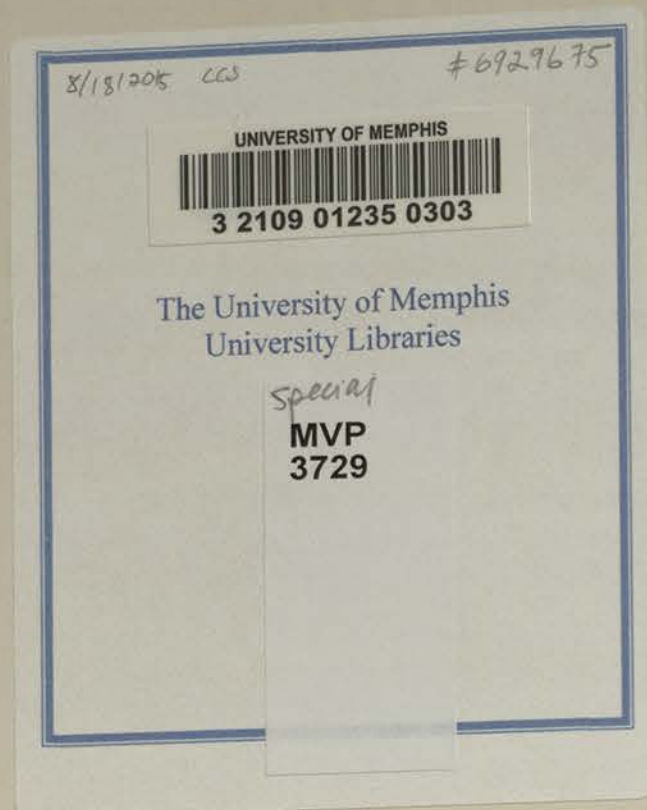


**T**wo and one  
half Years  
*of* Industrial  
Progress *in*  
**MEMPHIS**

*.....at the crossroads  
of the South*

*Industrial Division*  
MEMPHIS CHAMBER *of* COMMERCE





## FOREWORD

FIFTY NEW INDUSTRIES of manufacturing and distribution have established plants in Memphis during the two and one-half years the Industrial Division of the Memphis Chamber of Commerce has been operating under its present organization.

More than 8,000 employes have been added by these industries to the gainfully working population of Memphis. Their capital investments in Memphis in real estate and physical equipment aggregate more than \$20,000,000.

No more eloquent story of the advantages Memphis offers to a widely diversified range of industries could be told than that presented in the pictures of these 50 plants on the pages that follow, and the additional photographs of expansions to existing Memphis enterprises in the same period.

It is notable that these industrial acquisitions have represented a range of production that extends into more than 40 different lines. Diversification in the Memphis industrial field is its strongest claim for recognition by additional new industries. The new diversified production includes:

Automobile bodies	Wood mouldings of all kinds
Wooden toys	Chocolate coatings
Cement	Shellac
Preservative coatings for metals	Roofing
Meat products	Tubing
Cotton battings	Ink
Shelled pecans	Dimension lumber
Cosmetics	Dies
Rayon yarns	Chemicals
Fertilizer	Food products
Barrels	Paving materials
Breakfast foods	Hydraulic automobile lifts
Furniture	Dairy products
Metal culverts	Lumber
Canned eggs	Vegetable lard
Weed cutters	Putty
Acetylene gas	Oxygen
Flour	Natural gas
Kerosene	Gasoline
Asphalt	Lubricating oils
Sweeping compounds	Neon signs
Insecticides	Polishes
Hardwood ashes	Automobile and radio batteries
Veneer	Paints

It is likewise notable that the two and one-half years depicted herein constitute by far the greatest era of industrial growth Memphis has ever seen. Comparison of statistics shows that Industrial Memphis has shown more progress in new industries and in expansion of existing plants in the last two and one-half years than in any ten years of previous business history.

A. P. Fant, Director,  
INDUSTRIAL DIVISION



Most of the industries pictured in the pages to follow are enterprises newly established in Memphis during the two and one-half year period covered. Expansions of previously existing industries and new plants erected by previously existing industries are also included, marked thus (\*), in the belief that such expansions are just as significant of solid industrial progress as are new plants newly established.

Likewise, most of the plants here pictured are manufacturing industries. Some of them, however, while extensive in their operations, do not manufacture their products in Memphis, but operate distributing facilities of major importance, marked thus (D).

## Automotive and Allied Industries

1. **MURRAY WOOD PRODUCTS COMPANY**  
(Murray Corporation of America)  
White Avenue and Morehead Street 313,000 sq. ft.  
Automobile Bodies

"As the months go by, we are more pleased than ever with our selection of Memphis."—H. O. Barker, Chairman of the Board, New York.

"We have found everything in Memphis we expected to find. In particular we have been highly pleased to note the efficiency southern labor, both white and colored, has given us."—W. H. Greenwalt, Vice President-General Manager, Memphis.

2. **KELSEY WHEEL COMPANY \***  
Plum Avenue at Illinois Central Railroad  
Automobile Wheels

"The saving made possible by river transportation of steel from Pittsburgh was the primary factor in the entry of Kelsey into the manufacture of steel wire wheels in Memphis. New electric welding machines and other equipment have been installed to give us a daily capacity of 12,000 wire wheels."—J. C. Mahanah, Vice President and General Manager, Memphis.

3. **BURTON-DIXIE CORPORATION**  
1414 Thomas Street 65,000 square feet  
Cushions, Batting

"Memphis was decided upon as a location for our Southern manufacturing plant due principally to its accessibility to our markets."—J. Stanley White, Manager, Memphis.

4. **JOHN C. DIX SON & COMPANY, INC. \***  
South Dudley Street 40,000 square feet  
Bus and Truck Bodies

"Availability of raw materials, central location, favorable labor situation and unsurpassed transportation facilities, are among outstanding economies responsible for the expansion we have enjoyed."—Al Goldfarb, Manager, Memphis.

5. **MICHIGAN-TENNESSEE BODY COMPANY**  
Morehead Street and Union Railway, 90,000 square feet  
Automobile Bodies

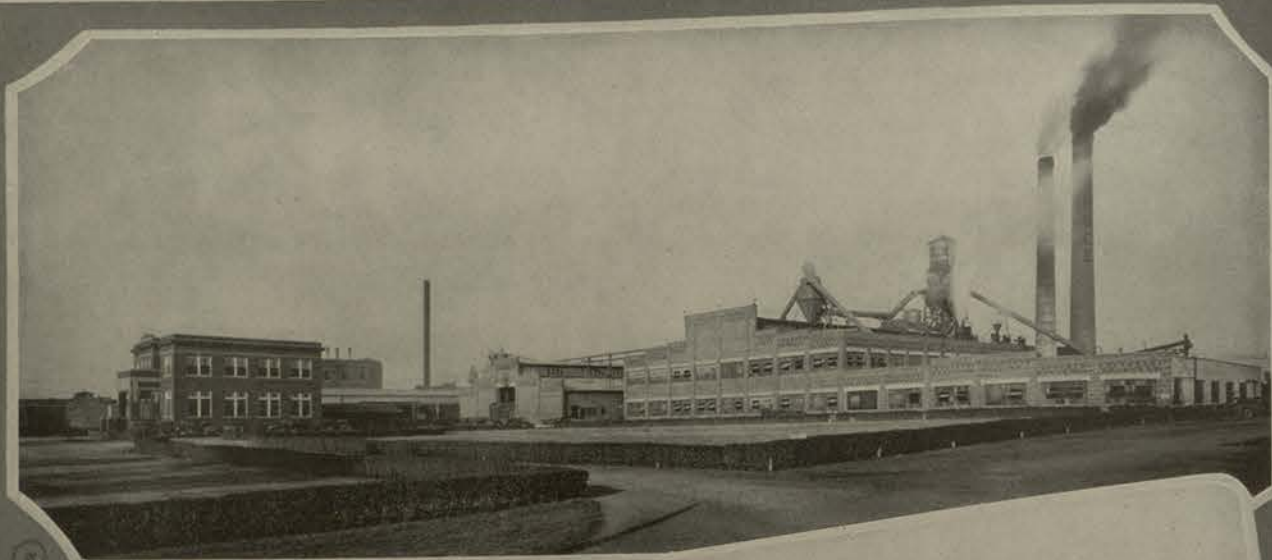
"The advantage of locating our plant in Memphis is in being near raw materials, as well as in transportation facilities. We are shipping body parts to 20 cities and we find Memphis is the hub of the largest industrial centers."—W. G. Avery, Vice President, Memphis.

6. **GLOBE-UNION MANUFACTURING COMPANY**  
305 West Trigg Avenue 50,000 square feet  
Storage Batteries

"The only complete storage battery factory in the South, the Union Battery Company selected Memphis largely because of its transportation facilities."—R. F. Smith, Southern Sales Manager, Memphis.

\* Denotes Expansion





## Woodworking, Furniture

1. **E. L. BRUCE COMPANY \***  
Thomas Street Plant: 125,000 square feet  
Office: 10,000 square feet

Oak Flooring, World's Largest Manufacturer  
Tri-Treat Construction Lumber

"Location in the lumber center of the South has been a pre-eminent factor in the success of the E. L. Bruce Company in Memphis, both in its original lines of flooring and in its recent expansions into the chemical phase of lumber manufacture."—C. Arthur Bruce, Vice President, Memphis.

2. **CHICKASAW WOOD PRODUCTS COMPANY \***  
Phillips Avenue Building: 65,000 square feet  
Binghamton Yard: 400,000 square feet

Kilndried Dimension Lumber, Cooperage,  
Dining Room Tables

"Memphis is the best possible location for a plant of our type. It is the center of the hardwood territory of the Mississippi Valley and enjoys most advantageous transportation facilities."—H. A. Wellford, Secretary, Memphis.

3. **MEMPHIS FURNITURE MANUFACTURING COMPANY \***

715 South Camilla Street  
Furniture

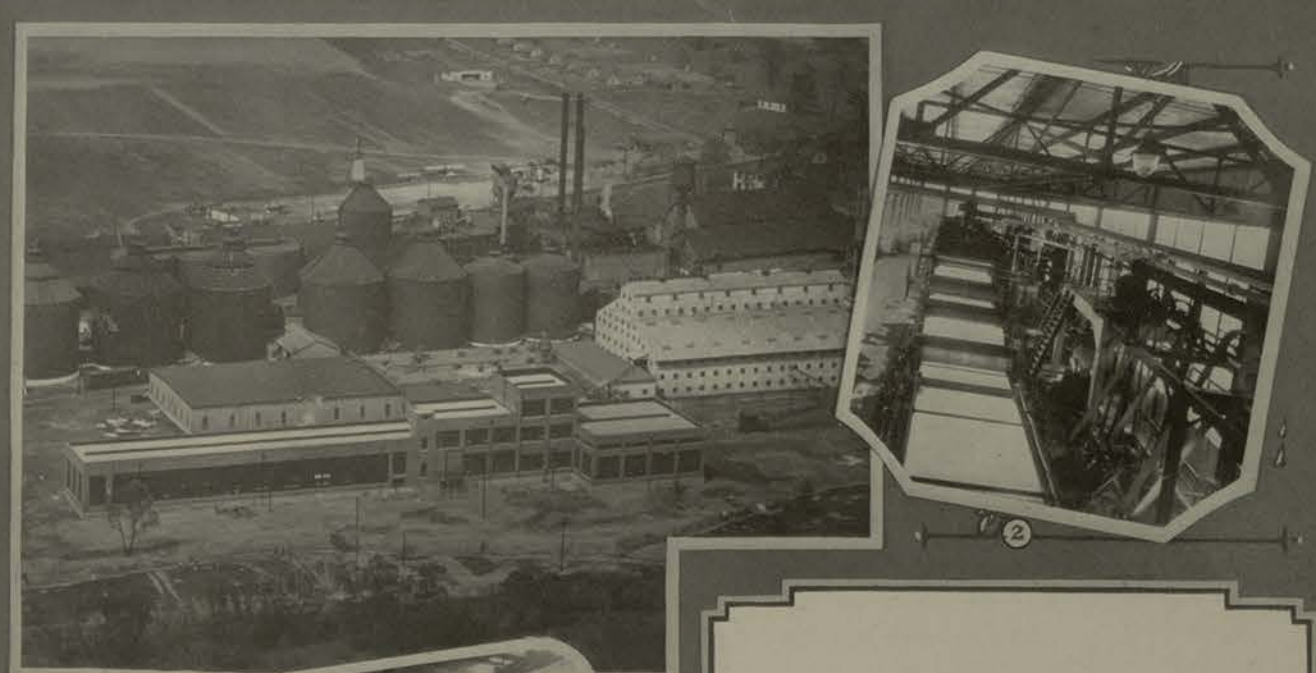
"The outstanding economies that Memphis affords as a point of manufacture and distribution have enabled us to engage on a large scale in the manufacture and subsequent distribution of five big furniture lines here in Memphis. This production is, of course, in addition to extensive distribution operations."—L. P. Janes, President, Memphis.

4. **BOYNTON & COMPANY**  
Dudley Street and Sledge Avenue 40,000 square feet  
Mouldings, Carvings, Dimension Stock

"Nearness to the hardwood lumber market, transportation facilities and an abundance of labor were our reasons for locating in Memphis. With a specially designed plant, we place our products at highly attractive prices."—Ben H. Dudley, Manager, Memphis.

5. **ANDERSON-TULLY COMPANY \***  
North Second Street at Total Area: 44 acres  
Illinois Central Railroad New Dry Kiln and Storage  
Unit: 36,000 square feet

"Memphis is pre-eminently the logical location for us, since our timber is on the Mississippi. River transportation makes Memphis the best place for the mills."—Bart C. Tully, Vice President, Memphis.



## Cottonseed Products

1.-2.-3. **BUCKEYE COTTON OIL COMPANY**  
PAPER MILL

Raleigh Road and Illinois Central Belt Line

Paper Mill Bldg.: 25,000 square feet  
Total Plant and Yard Area: 11 Acres

Blotting Paper for use in manufacture of Viscose Rayon

"Unexcelled source of raw material in the form of cotton linters and an excellent source of water supply determined the location of the Buckeye paper mill in Memphis, for operation in connection with our two cottonseed oil mills in Memphis and other Buckeye mills throughout the mid-south."—W. F. Bowld, Paper Mill Manager, Memphis.

4. **HUMKO LARD COMPANY**

Thomas Street 75,000 square feet

Cottonseed Oil Shortening

"Memphis as the largest inland cottonseed oil market in the world is the logical location for a shortening plant. Railroad and river transportation, the latter useful in bringing us cans and containers, make distribution ideally efficient."—Herbert Humphreys.

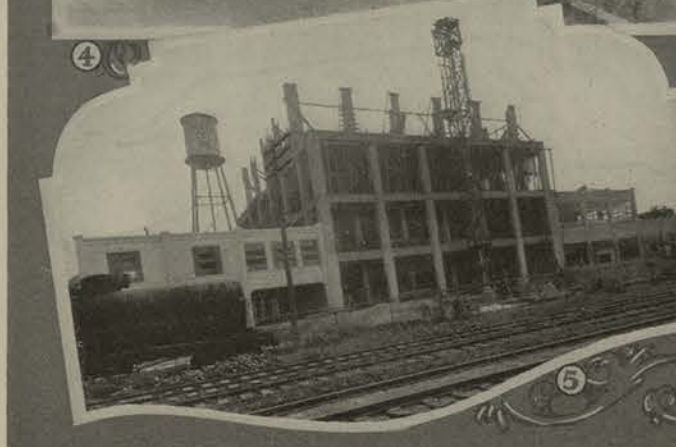
5. **SOUTHERN COTTON OIL COMPANY \***

1306 Southern Avenue Total Area: 21 Acres

New Units	Refining	34,000 square feet
Under	Laboratory	2,420 square feet
Construction:	Acidulating	4,000 square feet

Wesson Oil, Snowdrift, Soco Products

"Operations of this division cover the major portion of 10 states, all located with Memphis as a central point. We deliberated long as to where the new division was to be, and we decided overwhelmingly in favor of Memphis as it is the central distribution point for so large a territory. The same reasons have brought about the necessity of erecting a new refinery, laboratory and acidulating plant to care for growing business."—J. M. Cook, Division Sales Manager, Memphis.







## Paint, Shellac, Dyes and Inks

1. **DeSOTO PAINT & VARNISH COMPANY \***  
Railroad Avenue at Somerville Street 45,000 sq. ft.  
Paints and Varnishes

"At the time Sears, Roebuck & Company planned extension of its paint plant facilities, the South was selected as one of the logical areas for a new unit. Many points in the South were visited, and Memphis was selected as the logical apex for serving Southern trade. In addition to manufacturing paint for all Sears-Roebuck branches in the South, we are also serving many independent dealers. We have just rebuilt the former DeSoto plant at a cost of \$125,000, doubling its capacity."—Col. G. W. House, Manager, Memphis.

2. **SOUTHERN SHELLAC MANUFACTURING CO.**  
552-556 Suzette Street Building: 2,400 square feet  
Yard: 17,500 square feet  
Shellac

"First to venture into a new field in this territory, we manufacture shellac exclusively. The principal advantage of Memphis is in quick deliveries and quick service to all territory within a radius of 500 miles."—George C. Grunthal, Secretary.

3. **THE LOWE BROTHERS COMPANY \* (D)**  
334 West Olive Avenue 10,000 square feet  
Paints and Varnishes

"Our reason for having a plant in Memphis is principally its splendid transportation facilities and the reasonable freight rates. The city's location makes it possible to serve advantageously a very large territory."—C. D. Davidson, General Manager, Memphis.

4. **HILL-HENTSCHEL COMPANY**  
332 Linden Avenue Printing Inks 2,500 square feet

"Our sole purpose in locating in Memphis is to be able to serve the printing trades in and around the city, giving them the privilege of competing with any other printing center. This has already been proved an advantage as several large jobs have been printed here which were previously done elsewhere, by virtue of the presence of our factory."—W. E. Wells, Service Manager, Memphis.

5. **GADI COMPANY, INC.**  
368 Vance Avenue 6,000 square feet  
Dyes and Polishes for Shoes

"Although less than one year old, we are shipping our dyes all over the world. In locating in Memphis, I believe we have selected the ideal spot. The great number of railroads assures us of getting raw materials quickly. Most of our shipments are in the South and Mid-West, and we can give them excellent service out of Memphis."—William A. Loewenberg, President, Memphis.



## Chemicals

1. **MACHINE MANUFACTURING AND SUPPLY CORPORATION**  
280-282 Poplar Boulevard 12,500 square feet  
Elrail Automatic Lubrication for Elevators

"Wonderful transportation facilities from Memphis, particularly north and east, have enabled us to attain national distribution of our product in an incredibly short period."—E. R. McKenzie, President, Memphis.

2. **CARLOVA, INC.**  
62 West Iowa Avenue 30,000 square feet  
Cosmetics and Toilet Articles

"Memphis was selected as a location for our Southern manufacturing operations due to its location in the center of the South, facilities and favorable rates to Southern and Southwestern points."—R. M. Parsons, Manager, Memphis.

3. **MEMPHIS FERTILIZER COMPANY**  
Hollywood Street and Marion Avenue 80,000 sq. ft.  
Acid Phosphate and Mixed Fertilizers

"We have more than doubled our capacity in the past two years, and the future is rosy with prospects of additional expansion."—George F. McIntosh, Sales Manager.

4. **RESISTCOR ENGINEERING CORPORATION**  
Georgia Avenue and Pennsylvania Street  
Building: 30,000 square feet Yard: 30,000 square feet  
Protective Coatings for Underground Metal Structures  
"Our largest field at present is in supplying materials for use in protecting oil and gas pipe lines in southern and mid-continent territories. We have found Memphis to possess excellent railroad facilities."—J. B. Heymes, Production and Research Manager, Memphis.

5. **CHEATHAM CHEMICAL COMPANY**  
482 Union Avenue 10,000 square feet  
Cosmetics and Toilet Goods

"Recognizing the advantages that the strategic location of Memphis affords, we unhesitatingly decided upon a location in that city for serving the central South and the Southwest."—W. W. Cheatham, President, Atlanta.

6. **KNIGHT CHEMICAL & DRUG COMPANY**  
32 West Iowa Avenue 18,000 square feet  
Extracts, Liquid Insecticides, Acid-Proof Ink

"Central location, excellent shipping facilities, and favorable freight rates make Memphis an ideal location."—W. S. Knight, President, Memphis.





## Warehousing, Transportation

### 1. TRI-STATE COMPRESS COMPANY

Fairfax Street, Hollywood 431,000 square feet  
Capacity: 75,000 bales  
Cotton Storage

"The fact of our erection of a plant of this proportion is evidence in itself of our faith in the future of Memphis and in its inherent advantages as a center of agriculture and industry."—A. L. Craig, Manager, Memphis.

### 2. ST. LOUIS-SAN FRANCISCO RAILWAY YALE YARDS INCLUDING CAR BUILDING OPERATIONS

### 3. GENERAL WAREHOUSE AND DISTRIBUTING COMPANY

South Front Street at Nettleton 72,000 square feet  
Merchandise Warehousing

"This business was established in Memphis on account of the long felt need of a modern, aggressively managed warehouse for public storage."—E. R. Gardner, President, Memphis.

### 4. UNITED WAREHOUSE AND TERMINAL CO.

137 East Calhoun Avenue 56,000 square feet  
138 East St. Paul Avenue 64,000 square feet

120,000 square feet

Warehousing, Pool Car Distributing, Forwarding

"Memphis, in its geographical location, as evidenced in its development as a railroad center, is strategically located for eastern, northern and western shippers to use as a distributing center. Development of river traffic also emphasizes and lends strength to Memphis as a center for shippers to warehouse breakup shipments and distribute their wares throughout the country."—Horace K. Houston, General Manager, Memphis.

### UNIVERSAL CARLOADING & DISTRIBUTING CO.

1024 Exchange Building  
Merchandise Car Service

"After a careful survey of Memphis and her extensive and productive trade territory, the Universal Carloading and Distributing Company inaugurated service into the Southern territory, and opened an office here because we felt Memphis was most advantageously located."—I. C. Merkley, Manager, Memphis.



## Iron and Steel, Fabrication

### 1. PIDGEON-THOMAS IRON COMPANY \*

Iowa Avenue at South Main Street  
Plant: 240,000 square feet Storage Yard: 5 acres  
Machinery, Mill Supplies, Structural Steel

"Our biggest change in the last five years has been due to the industrial growth of Memphis, which made it necessary four years ago for us to enter fabrication of structural steel on a large scale."—Phil Pidgeon, President, Memphis.

### 2. ROTARY LIFT COMPANY, INC.

1055 Kentucky Street Buildings: 23,100 square feet  
Yard: 2 acres  
Automobile Rotary Lifts

"A combination of water and rail transportation makes Memphis a pre-eminently excellent location for the manufacture of our product, most recently exemplified in the completion in 1930 of two new steel and concrete buildings, more than doubling our capacity."—P. F. O'Brien, Vice President, Memphis.

### 3. OILDRAULIC LIFT COMPANY

Second Street and Union Railway 12,000 square feet  
Oildraulic Lifts for Motor Trucks and Buses

"With an increase in plant capacity of more than 40 per cent in the first six months of 1930, we are beginning to realize more than ever the advantages of Memphis as a plant location. Economies of water transportation have been emphasized in the fact that we are now beginning to enter active competition as far away as the Pacific coast."—Gordon Lee, Vice President, Memphis.

### 4. TENNESSEE METAL CULVERT COMPANY

339 West Olive Avenue Building: 7,500 square feet  
Yard: 12,000 square feet  
Ingot Iron Culverts

"We can say nothing more significant than to point out that we have had a steady growth since we started operations in Memphis."—K. C. Hardcastle, Jr., Manager, Memphis Branch.

### 5. SOUTHERN STATES IRON & ROOFING CO. \*

46 West Virginia Avenue 40,000 square feet  
Corrugated Steel Roofing, Siding, Steel Ceilings

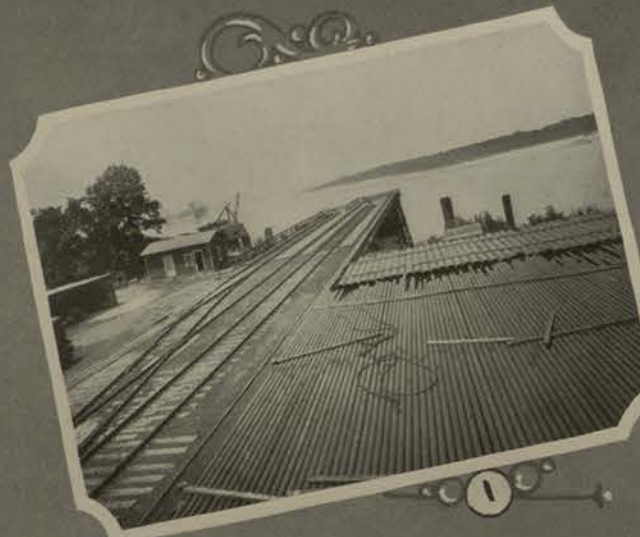
"Cost of operation in Memphis compares favorably with cost in other cities. It is centrally located in fast growing territory."—Julian Fulenwider, Manager, Memphis.

### 6. SYTHAX MANUFACTURING COMPANY

395-397 South Third Street 4,000 square feet  
Sythax Weed Cutters

"Our location in Memphis is strictly due to good shipping facilities and to uniformity of freight rates in all directions."—C. B. Board, Manager, Memphis.





## Steel, Distribution

### 1.-5.-8. WHEELING STEEL CORPORATION OF TENNESSEE \*

285 West Trigg Avenue Warehouse, 60,000 sq. ft.  
465 West Trigg Avenue Pipeyard, 7 acres  
Foot of West Mallory Avenue River terminal and yard:  
11 acres

"Starting in business here in 1924, business has grown so rapidly that we have not only almost doubled the size of our Trigg Avenue warehouse, with addition of its Olive Avenue unit, but have also completed during 1929 our river terminal of 11 additional acres."—R. O. Lewis, Manager, Memphis.

### 2. THE YOUNGSTOWN STEEL PRODUCTS CO.

Foot of Keel Avenue

River Terminal and Yard: 11 acres

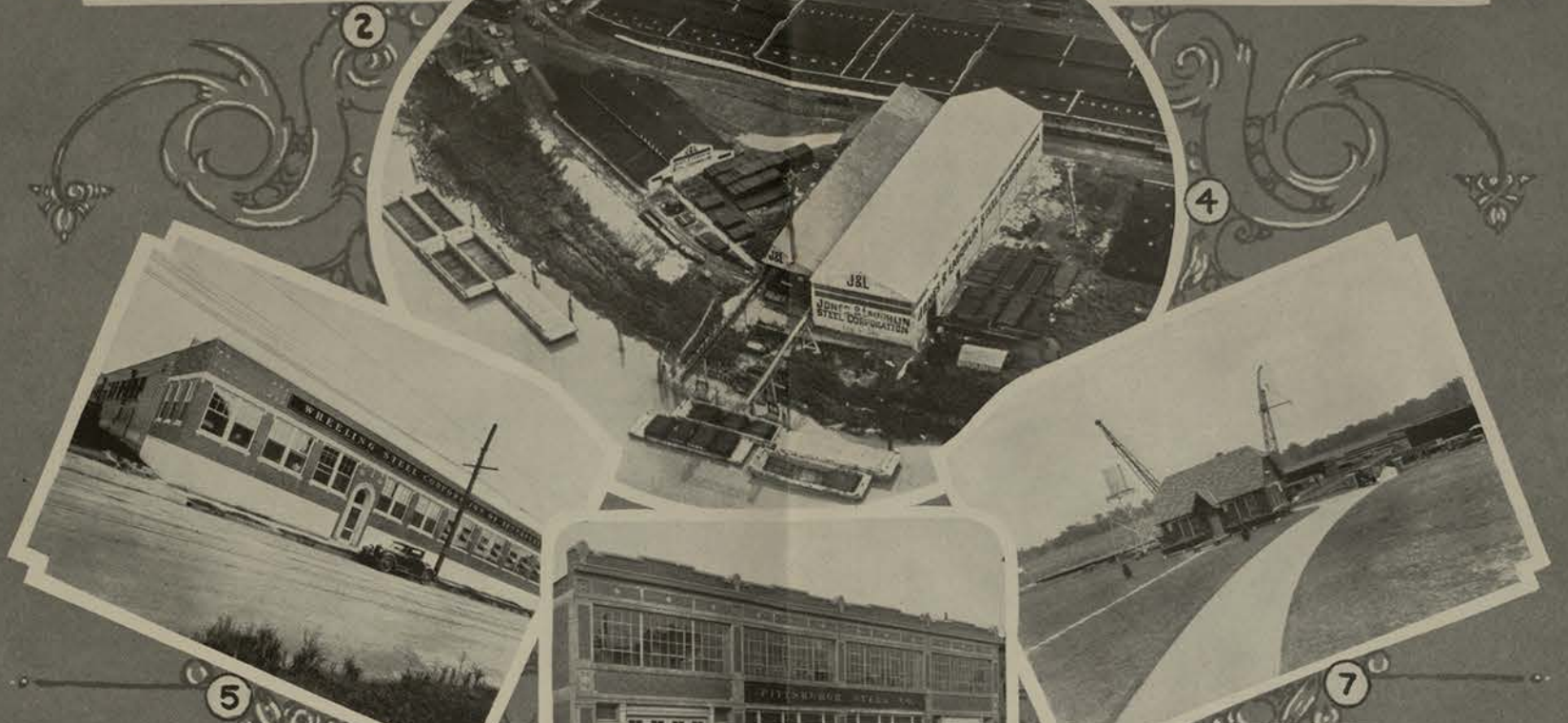
"Third largest producer of steel products in the United States, we selected Memphis due to its ideal location, its water transportation in and its excellent rail lines out, permitting us to serve the oil fields of the Southwest three to five days quicker than if handled direct."—J. T. Rothschild, Manager, Memphis Branch.

Photo shows terminal and yard used jointly by Youngstown Steel Products Company and the American Barge Line. See page 13 for photos and information regarding the American line.

### 3.-7.-9. SPANG, CHALFANT & COMPANY, INC. (Chalfant Dock Company)

River Terminal, 18 Auction Avenue 304,920 sq. ft.  
Yard, 1453 Thomas Street 566,280 sq. ft.  
Total 871,200 sq. ft.  
or 20 acres

"In locating in Memphis, we knew of no place that had as bright a future. The oil industry has one of the greatest purchasing powers of our country. Through it Memphis has become the largest distributing center in the United States for oil field tubular products."—E. A. Smith, Manager, Memphis Yards.



## Steel, Distribution

### 4. THE JONES & LAUGHLIN STEEL CORPORATION \*

1 Auction Avenue 9.8 acres

"The Jones & Laughlin Steel Corporation is taking advantage of the most advanced facilities in distribution by water and rail. Memphis was selected as a strategic point of distribution for its products since this city, with its extensive water and rail connections, as a radial base affords facilities for wide distribution."—E. H. Hughes, Manager, Memphis.

### 6. PITTSBURGH STEEL COMPANY \* Pittsburgh Steel Products Company

Warehouse, 313 South Front Street 12,600 sq. ft.  
Yard, Pennsylvania Street and Rock Island Coach  
Yard, 8 acres

"We first operated in Memphis in 1904. Business by 1927 had risen to such proportions we erected our own warehouse on Front Street to care for its steady expansion."—E. W. Watson, Manager, Memphis.





## Steel, Transportation

### THE UNION BARGE LINE THE JONES & LAUGHLIN STEEL CORPORATION THE CENTURY TOW

The Century Tow of the Jones & Laughlin Steel Corporation, propelled by the Union Barge Line towboat Sam Craig, arrived in Memphis on April 30, 1930, to mark an epoch in the rise of steel as an industry of distribution and manufacture in Memphis.

The 100th tow of steel brought by Jones & Laughlin from Pittsburgh to Memphis since erection of its first Memphis unit in 1924, the Century Tow is featured here as visual evidence of Memphis' acquisition in only six years of a distributing business in steel that surpasses 300,000 tons a year today.

Containing 10 barges and nearly 10,000 tons of steel, the million-dollar cargo was welcomed in Memphis by the most enthusiastic and united tribute in the history of a city that had its industrial beginning in navigation on the Mississippi.

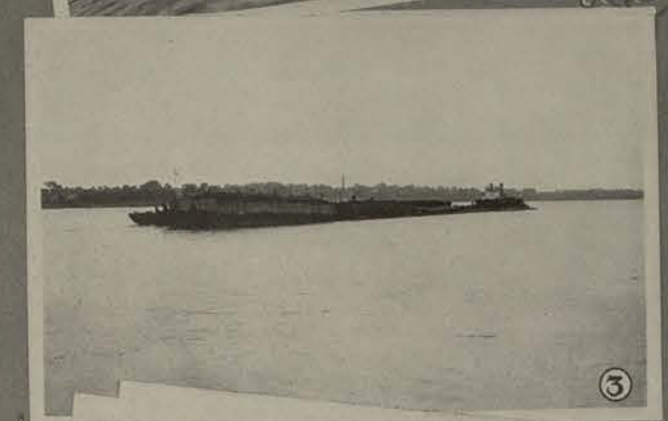
1. The Century Tow and the Sam Craig, surrounded by a few of the two-score river craft in the welcoming flotilla.

2. The tow as it entered the Memphis harbor, escorted by its welcomers.

3. At anchor "on the levee" where Memphians inspected the vast store of steel before it proceeded to the J. & L. terminal.

4. Another view of the tow at the wharf.

What Jones & Laughlin has done has been repeated in a degree almost as impressive by a half dozen other companies that have followed it into the port of Memphis as the ideal distributing point for the mid-continent oil fields of the South and Southwest.



## Steel, Transportation

### 1. MISSISSIPPI-WARRIOR SERVICE \* (Federal Barge Line)

Municipal River-Rail Terminals: 40 acres

Carload Terminal, Foot of West Virginia Avenue  
Package Terminal, Foot of West Georgia Avenue  
Warehouses, Georgia Avenue at Pennsylvania Street  
Paine Yard, Pennsylvania Street

Operators of Barges—Memphis and St. Louis  
Memphis and New Orleans  
St. Louis and Minneapolis

The standard carrier on the Mississippi for a decade, the Mississippi-Warrior Service has had a major share in the rise of Memphis as a river port, not only in steel distribution, but in a vast variety of other lines, notably cotton, automobiles, sugar, oil and merchandise of every kind.

Substantial expansion of warehouse facilities early in 1930 bears additional evidence of growth.

Photo shows a typical Federal Barge Line approaching the package terminal of the Municipal River-Rail Terminals, operated by the Mississippi-Warrior Service.

### 2-3. AMERICAN BARGE LINE COMPANY (Wolf River Terminal & Warehouse Company)

Foot of Keel Avenue Yard: 14 acres  
Operators of Barges—Pittsburgh and Memphis

"River transportation for Memphis is just beginning to show what it can mean, we are certain as our first year's operation in our own terminal nears its close. With river transportation in three directions, Memphis has the whole virgin southwest as its field. The supply of labor in Memphis, both skilled and unskilled is of a definitely higher type."—George W. Ward, General Agent, Memphis.

Photos show tows of the American line en route to Memphis. See top of pages 10-11 for view of 14-acre terminal used jointly by the American Barge Line and the Youngstown Steel Products Company.

### 4. ELSEY RIVER TRANSPORTATION COMPANY Operators of Barges

"The importance of Memphis as a port and logical manufacturing and distributing point in the South is best emphasized by our plans for an extensive utilization of the facilities that the situation offers."—William L. McKinney, General Traffic Manager, Pittsburgh.





## Food Products

1. **COLONIAL BAKING COMPANY**  
North Cleveland Street at Larkin Avenue  
30,000 square feet  
Bakery Products

"In our visits to many cities in seeking a location, Memphis was outstanding in its apparent leadership, and the prevailing spirit of modern progress. We located here because of excellent transportation facilities and because Memphis is growing rapidly and offers promise of many years of continued growth, because Memphis is so located as to insure continued industrial progress."—F. M. Grout, General Manager, Memphis.

2. **STANDARD RICE COMPANY \***  
New South Memphis 78,620 square feet  
Shippers and Exporters of Rice

"We find Memphis a desirable location because of shipping facilities and close proximity to rice fields."—F. R. Zimmerman, Manager, Memphis.

3. **TEXOKOLA PECAN SHELLERS, INC.**  
32 West Iowa Avenue 12,000 square feet  
Shelled Pecans

"Our selection of Memphis as a location was due entirely to the efforts of the Industrial Division of the Memphis Chamber of Commerce, who convinced us of operating economies in Memphis far beyond our greatest expectations. Our first year has more than proved the wisdom of selecting Memphis."—J. G. Ford, President, Chicago.

4. **POTATO CHIP AND PEANUT PRODUCTS COMPANY, INC.**  
374 North Main Street 2,000 square feet  
Potato Chips, Peanut Butter Sandwiches

"We came here recognizing that Memphis is the logical Mid-South distributing point. Good shipping facilities, good roads in nearly every direction help to make it an ideal site."—P. A. Bowen, Manager, Memphis.

### CREAM-O-POP CORPORATION

Dermon Building  
Pure Milk Chocolate Coatings

"We came to Memphis upon solicitation of the Memphis Chamber of Commerce, and I think it was the wisest move we could have made."—Hal H. Peel, President, Memphis.



## Food Products

1. **LOOSE-WILES BISCUIT COMPANY \* (D)**  
West Iowa Avenue at Kansas Street 12,500 sq. ft.  
Bakers of Sunshine Biscuits

"The Loose-Wiles Biscuit Company has recently moved into its new office and warehouse at West Iowa and Kansas Street. Loose-Wiles considers Memphis an ideal location and for this reason has made Memphis the largest branch office out of the St. Louis bakery."—R. A. Searles, Sales Agent, Memphis.

2. **UNION BISCUIT COMPANY (D)**  
391 South Front Street 5,000 square feet

"Memphis' wonderful advantages for distribution of our products have long been recognized and our judgment has been borne out by the business we have obtained since establishing our branch. The very good rail service we get in all directions and good roads which make it possible to give store door delivery in a radius of 150 miles, make Memphis ideal."—F. J. Givens, Manager, Memphis.

3. **STANDARD BRANDS, INC. \* (D)**  
183 South Camilla Street 8,400 square feet  
Fleischmann's Yeast, Allied Products

"Memphis, situated in the heart of the Mississippi Delta, we consider one of the most fertile business spots of the entire South, due to the wonderful transportation facilities and the large adjacent territory to draw from. For many years our old premises were inadequate to take care of the increase."—E. W. French, Sales Agent, Memphis.

4. **BEASLEY PACKING COMPANY**  
Hollywood 16,000 square feet  
Meat and Meat Products

"After investigating advantages of different cities in the South, we found Memphis to be the most centrally located, in shipping facilities, volume of potential sales and production of live stock."—I. M. Beasley, President, Memphis.

5. **INDIANA FLOUR COMPANY (D)**  
96 West Iowa Avenue 12,500 square feet  
Packers of Flour

"Memphis is an ideal location. We use both rail and river transportation facilities."—R. H. Drake, Manager, Memphis.





## Brick and Cement

1.-2. THE ARMSTRONG COMPANY OF TENNESSEE  
Heistan Place and Wilson Street  
Building: 25,000 square ft. Yard: 25,000 square ft.  
Plaster, Cements, Putties

"We are more than ever convinced that we could not have selected any city of the South which would have offered the advantages of Memphis. The transportation facilities are excellent, both by rail and by water."  
—John L. Day, General Manager, Memphis.

3. MARQUETTE CEMENT MANUFACTURING COMPANY (D)  
Foot of Poplar Boulevard  
Storage capacity: 48,000 Sacks  
Portland Cement

"Memphis practically selected itself as our first down river distributing point, following our acquisition of our present manufacturing properties in Cape Girardeau in 1923. The tonnage handled through our Memphis terminal provides the necessary volume to warrant a large investment in floating equipment and terminals, and brings about a very substantial saving under rail freight."—W. A. Wecker, Secretary and Treasurer, Chicago.

4. MOSS-DEVOY BRICK COMPANY \*  
Hindman Ferry Road 100 acres  
Common Brick

"Our firm belief in the future growth of Memphis and its section is reflected in extensive expansion along brick production lines, which includes purchase of approximately 100 additional acres, installation of six new round down draft kilns, 30 feet in diameter and having a capacity of approximately 100,000 brick per kiln, along with other improvements to enable a production of 12,000,000 brick per year."—Clarence DeVoy, Vice President, Memphis.

5. CORINTH BRICK COMPANY (D)  
2217 Central Avenue Building: 1,500 square feet  
Yard: 8,000 square feet  
Face Brick

"We have felt that Memphis is big enough to warrant establishment of a direct brick factory branch to replace our former business through dealers. We are carrying close to 500,000 brick in stock here, out of our total output of 85,000,000 brick per year. We are delighted with business in Memphis."—Ray M. Becker, Manager, Memphis.

6. WEATHERPROOF PRODUCTS COMPANY  
1006 Oakland Avenue Plant: 25,000 square feet  
Yard: 4 acres  
Rigid Insulated Roofing

"Memphis, through geographical location, labor conditions with no superior and excellent transportation facilities, was selected for the only rigid insulated roofing factory in the world."—Joseph T. Stryker, Secretary-Treasurer and General Manager, Memphis.



## Aviation

1. MEMPHIS MUNICIPAL AIRPORT  
Hollyford Road and Winchester Pike 202 acres

Opened on June 14-15, 1929, the Memphis Municipal Airport constitutes an establishment second to none in the South, with every qualification for the highest official rating.

Completely equipped with boundary, beacon and floodlights, it has three hangars with an aggregate space of 32,800 square feet and storage capacity of more than 50 planes, complete fueling equipment, a capacious clubhouse.

Photo shows the hangar strip on the south side of the port, showing Curtiss-Wright, municipal and Universal Aviation Corporation hangars with the clubhouse and Hollyford Road in the distance, the macadam-paved hangar apron in the right foreground.

2. MUNICIPAL HANGAR  
Airport Offices Hangar Space: 12,800 square feet

Photo shows the all-steel, asphalt floored hangar with the 3,000,000-candlepower floodlight and the narrow-beam searchlight on its left and the 2,700,000-candlepower beacon on the right.

3. CURTISS-WRIGHT FLYING SERVICE, INC.  
Curtiss-Wright Offices Hangar Space: 12,000 sq. ft.  
Robertson Air Lines Offices  
Curtiss-Wright Shops

Distributors of Planes, Airplane Service, Cross-Country and Taxi Service, Aerial Mapping and Photography, Crop Dusting

Photo shows the buff brick Curtiss building, on the right the balcony overlooking the field just outside the luxuriously appointed waiting room.

4. ROBERTSON AIR LINES  
Passenger Service: Memphis and St. Louis  
Memphis and New Orleans

Photo shows one of the Ryan monoplanes in daily service between Memphis and St. Louis and New Orleans, providing plane connections with Transcontinental Air Transport, Inc., Universal Division of American Airways, Inc., and other lines to New York, Chicago and the Pacific Coast.

Terminal of the line is maintained in Memphis, with offices of its traffic and operations departments in the Curtiss building.

5. CLUBHOUSE AND ADMINISTRATION BUILDING

Photo shows the clubhouse, including quarters for transient pilots, lunch-room and kitchen and waiting rooms, in addition to headquarters of the fuel distributing system of the Standard Oil Company of Louisiana.







1



2

## Dairy Products, Eggs and Beverages

1. **FOREST HILL DAIRY \***  
2040 Madison Avenue 32,200 square feet  
Pasteurized Dairy Products

"Our unfailing confidence in the future of the dairy industry in Memphis is the only reason for this notable expansion."—Raymond Skinner.

2. **PRODUCERS MILK COMPANY**  
(Shelby County Milk Producers Association)  
1039 South Bellevue Boulevard 14,000 square feet  
Sunshine Dairy Products

"The Shelby County Milk Producers Association is a farmer-owned and farmer-controlled distributing station, built up to its present impressive size by the pre-eminence of the mid-south in dairy industries."

"Memphis has the distinction of paying the highest price to dairymen for their products of any city in the central south. At the same time Memphis sells its dairy products to the housewives at a price no higher than any other city in the section."—C. W. Watson, General Manager, Memphis.

3. **MEMPHIS BOTTLERS SUPPLY COMPANY \* (D)**  
126-130 West Iowa Avenue 10,000 square feet  
Bottlers' Supplies

"Expansion of the Memphis market resulting from population growth and development of superior delivery facilities through better highways has necessitated this expansion on our part."—E. J. Koller, General Manager, Memphis.

4. **ORANGE-CRUSH BOTTLING COMPANY \***  
315 Washington Avenue 9,000 square feet

"Expansion of transportation facilities, particularly through the improvement of highways making possible better delivery service, has made Memphis an even better location for our business than it has been in years past."—W. S. Routt, Manager, Memphis.

5. **DR. PEPPER BOTTLING COMPANY**  
763 Madison Avenue 9,000 square feet

"We located in Memphis because we look upon Memphis as one of the best markets for carbonated beverages in the country, because it is our purpose to systematically introduce Dr. Pepper in Tennessee, Mississippi and Alabama, through an advertising campaign. We felt that we could do so only by putting in an individual plant."—J. W. Link, President, Houston, Texas.

6. **TITMAN EGG CORPORATION**  
99-103 South Front Street 14,000 square feet  
Packers of Eggs

"Memphis is ideal in its location because of its proximity to a great produce territory with excellent transportation facilities and favorable freight rates."—M. A. Pilley, Manager, Memphis.



3



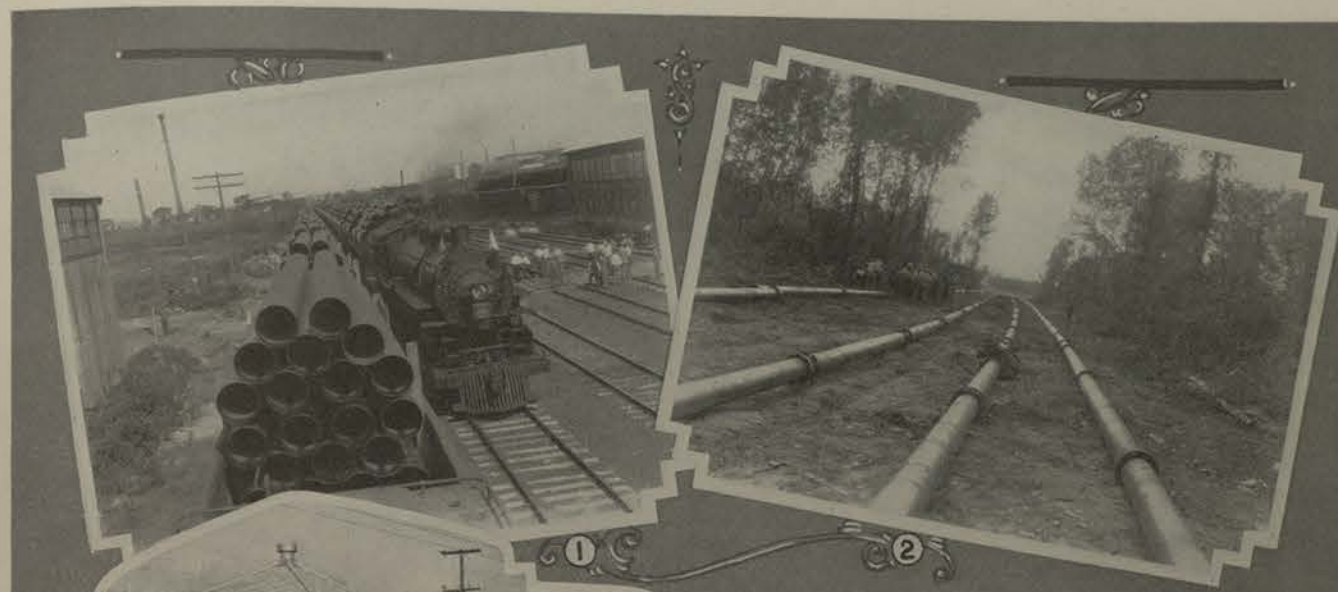
4



5



6



1

2

## Gases and Gas Products

- 1.-2.-3. **MEMPHIS NATURAL GAS COMPANY**

156 Madison Avenue

Builders and Operators of Natural Gas Pipe Line from Louisiana fields to Memphis

"Natural gas is an added stimulus to the industrial life of Memphis."—Mayor Watkins Overton.

"Natural gas is the incentive for many new industries to locate in Memphis and is of great value to industries already established."—Milton S. Binswanger, Chairman of the Board, Memphis Natural Gas Company.

- 4.-5. **LINDE AIR PRODUCTS CORPORATION**  
**PREST-O-LITE COMPANY**  
(Union Carbide Company)

5. Joint sales office,  
48 West McLemore Avenue.....3,600 square feet

4. Linde Oxygen plant,  
1241 North McLean Boulevard.....9,375 square feet

4. Prest-O-Lite plant,  
1241 North McLean Boulevard.....4,000 square feet

16,975 square feet

"Linde Air Products Company purchased the Memphis Oxygen Company, and since the acquisition has tripled the business of the oxygen plant. Both of our plants have been running to capacity since they were erected. Memphis is ideally situated as a distributing point for a business such as ours and we feel sure that our business will continue to grow."—Horace N. Smith, District Manager, Memphis.

6. **TENNESSEE NEON COMPANY**

762 Union Avenue 18,000 square feet

Neon Signs

"Before locating here we made a survey of quite a number of cities, some of them much larger than Memphis. We located in Memphis, first, because we consider it a more progressive city; second, geographical location was favorable; third, future prospects pointed to a substantial growth in population; and, fourth, we appreciated the value of the reception given us by the Chamber of Commerce."—F. B. Swift, President, Memphis.



3



4



5



6



## Electrical and Miscellaneous

### 1. TRI-STATE ARMATURE AND ELECTRICAL WORKS \*

327 East Butler Avenue 8,500 square feet  
General Electrical Equipment

"We estimate that the use of electrically driven machinery in this territory has more than trebled in the last ten years. The growth of our business is typical of the increase in use of motors and generating equipment."—L. H. Lanahan, Secretary and Treasurer, Memphis.

### 2. CHASE BAG COMPANY \*

265 West Trigg Avenue 50,000 square feet  
Flour, Grain, Seed and Export Bags

"Memphis' wonderful location brought us here and keeps us here."—Jo B. Morgan, President, Memphis.

### 3. SOUTHERN JOSLYN COMPANY (D)

Georgia and Tennessee 7,000 square feet  
Electric Line Equipment

"Memphis is ideally located for serving the great tri-state area, made possible by highly developed transportation facilities, enabling prompt delivery to all southern destinations."—S. C. Commander, Manager, Memphis.

### 4. CAREY-REED COMPANY

575 North Front Street 25,000 square feet  
General Paving Contractors

"We selected Memphis because of its central location in anticipation of the marked growth in the territory."—H. C. Adams, Manager.

### 5. KAYE ICE COMPANY

624 Union Avenue  
Ice

"We investigated Memphis and many other cities before locating our plant here. Our decision speaks for itself as to Memphis' advantages for such an industry."—H. T. Truitt, Manager, Memphis.

### 6. WOODRUFF-POWELL LUMBER COMPANY

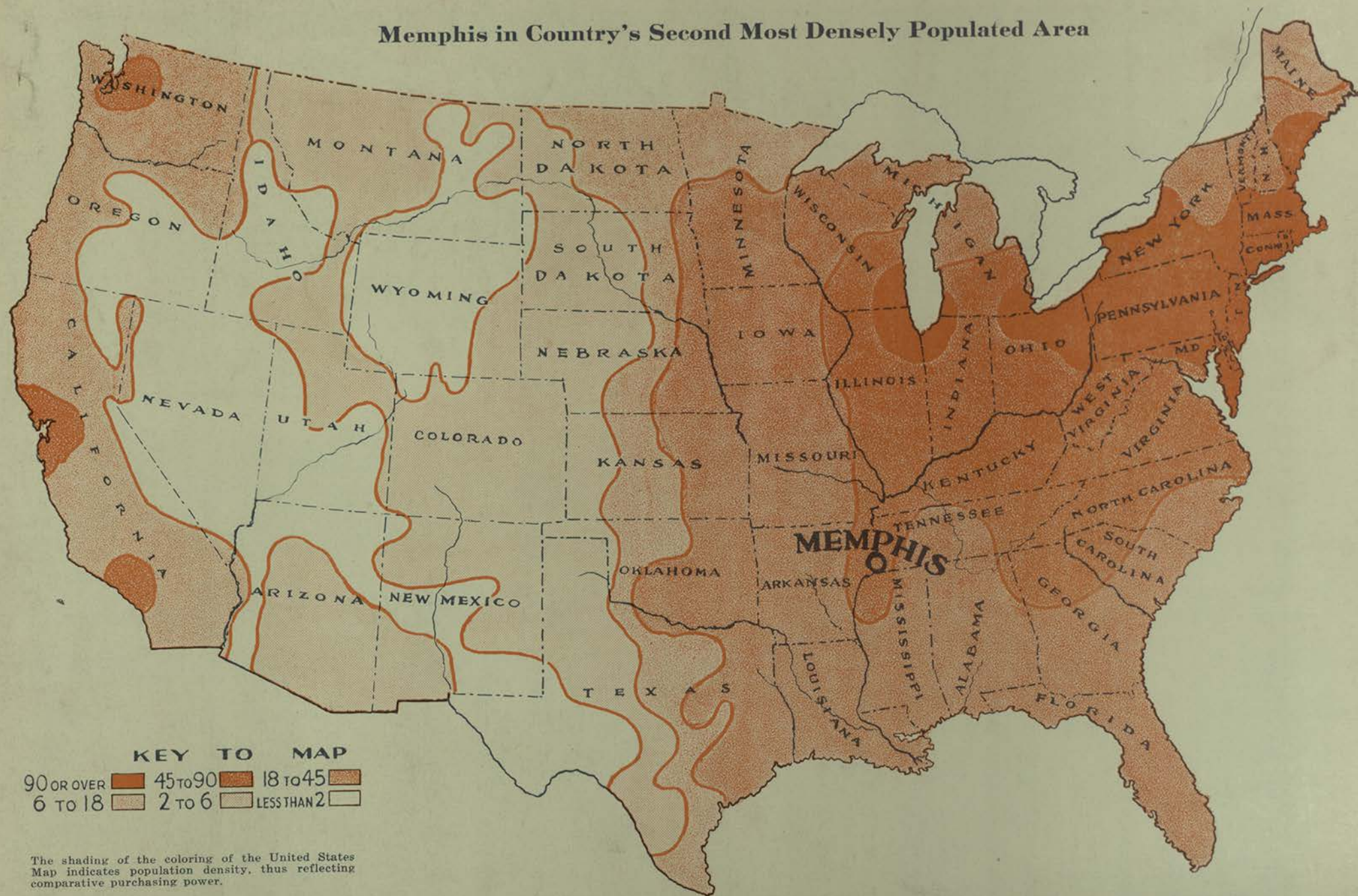
1210 North McLean Boulevard 8,000 square feet  
Yard 2 3/4 acres  
Manufacturers and Dealers Wholesale and Retail Lumber

"If Memphis were not an ideal location, we would never have moved here from northern Indiana. We are more than doubling our present storage space to care for the growth of the retail end of our business."—Harry J. Aldworth, Secretary and Treasurer, Memphis.





## Memphis in Country's Second Most Densely Populated Area



Memphis Population: 252,049 (1930 Federal Census)  
Metropolitan Area Population: 310,000